

Business Management & Administration

Total Participants

Over the eight month standards revision process, the Department involved:

- Approximately **140 Teachers** to give input, review, or discuss the revised standards
- **More than a dozen business, industry and state education agency groups** to give input or review the revised standards

Results

Offerings in the Business Management & Administration career cluster were critically evaluated and revised. The result of this effort includes the following proposed changes:

Course Changes		
Revised Courses	1	Personal Finance
Replaced Courses	4	Outdated courses will be retired and a new Business Communications course is being developed to replace these courses in January.
Program of Study Changes		
New Programs of Study	1	Health Services Administration
Revised Programs of Study	2	Added flexibility for districts in course choice in existing programs of study.

Review Process: Research, Data Gathering, and Reviewers

Throughout the data gathering phase of the review, the Business consultant referenced the following:

Nationally Recognized Sources Referenced	<ul style="list-style-type: none">• Wisconsin Department of Public Instruction• National Standards in K-12 Personal Finance Education, Jump\$tart Coalition for Personal Financial Literacy• National Standards for Business Education, National Business Education Association• National Endowment for Financial Education• Marketing & Business Administration Research and Curriculum Center (MBA Research)
	<ol style="list-style-type: none">1. CTE Directors Survey – 2012<ul style="list-style-type: none">• 95 responses2. CTE Teachers Survey – 2013<ul style="list-style-type: none">• 69 Business Teacher responses• 19 Finance Teacher responses3. Experienced, Effective CTE Teacher Reviewers<ul style="list-style-type: none">• 7 teacher reviewers• East (14%), Middle (57%), West (29%)• Average years of experience: 14
	<p>Industry Advisory Council recommendations, including specific comments from:</p> <ul style="list-style-type: none">• Accounting & Information Management Department, University of Tennessee – Knoxville• SunTrust Bank• Pinnacle Financial Partners• Atlanta Federal Reserve Bank, Nashville Branch• Ernst & Young• Business Communications Professor, Middle Tennessee State University

Department of Education	Division of Curriculum & Instruction reviewed specific courses for content: <ul style="list-style-type: none"> Personal Finance
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Meetings and Webinars

The following events to engage educators were conducted prior to the board reading:

External Stakeholders	<ul style="list-style-type: none"> Business, Marketing, and Finance Industry Advisory Council 	13 Attendees
Educator Groups	<ul style="list-style-type: none"> FBLA/DECA Leadership Camp – Teacher Meeting Tennessee Business Educators Association 	31 Teachers 24 Teachers